

Saturday Review

380 MADISON AVENUE ■ NEW YORK, N.Y. 10017



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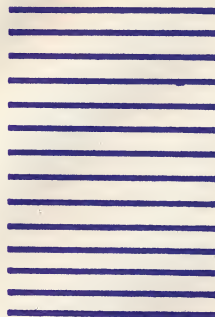
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ARTICLES THAT MATCH YOUR MOODS, YOUR INTERESTS, YOUR NEEDS

Each Saturday Review article is timely. Each is written with clarity and taste by a world renowned authority. Each delves deep beneath the surface of the story to bring you an insider's report, an insider's careful analysis. Not the usual who, what, when and where information. But WHY, HOW and WHAT NEXT. A few highlights from recent issues:

- * PEACE, EMPIRE AND WORLD GOVERNMENT by Arnold Toynbee
- * COLLISION COURSE ON THE LABOR FRONT by A. H. Raskin
- * MUST WRITERS HATE THE UNIVERSE? by Joseph Wood Krutch
- * DO WE NEED PEACE CANDIDATES? by Theodore C. Sorensen
- * THE THREE R's IN CALIFORNIA - REAGAN, THE REGENTS, AND THE RIGHT by William Trombley

(over, please)

- * THE REPUBLICAN FUTURE by Charles H. Percy
- * MY HOPES FOR THE DEMOCRATS by Eugene McCarthy
- * IS MAN CHANGING THE CLIMATE OF EARTH? by Reid A. Bryson
- * PATRIOTISM AND VIETNAM by Norman Cousins

As an added plus, Saturday Review brings you a wide and colorful variety of regular features including the new column, "World of Dance," by Walter Terry ... "State of Affairs," by Henry Brandon ... everyone's favorite humor column, "Top of My Head," by Goodman Ace ... other columns by John Ciardi, Cleveland Amory, Herbert R. Mayes, Jerome Beatty, Jr. and Martin Levin ... retrospective articles by outstanding world figures.

... AND re-evaluations of literary classics by Kenneth Rexroth ... "Chess Corner" by Al Horowitz ... "Perspective," a new series in which noted historian J.H. Plumb views contemporary curiosities and mores in the context of their antecedents ... more photography coverage than you'll find in any other general magazine -- under the direction of Margaret R. Weiss ...

... AND reviews and round-ups of books for children by Zena Sutherland ... inspiring material for, and by, religious leaders of all faiths ... "As Others See Us," important quotes from communications media outside the U.S. ... more -- and funnier -- cartoons than ever before ... and those fascinating brain teasers: Double-Crostics, Literary I.Q., Wit Twisters and Literary Cryptograms.

More than half a million distinguished families throughout the world now read and depend on Saturday Review each week. Take advantage of this special trial offer to see how Saturday Review broadens your interests ... enlivens and enriches your life.

If you are not completely delighted with Saturday Review at any time, your \$2.97 will be refunded immediately. Not the usual refund on unmailed copies -- but your payment back in full!

Use the postage-free order card enclosed today to discover how much you have in common with this uncommon national weekly.

Sincerely,

George Emerson

George Emerson
For Saturday Review

GE:GGA

Read what a recent new subscriber wrote about Saturday Review

"Just about three months ago, I became a regular subscriber to the Saturday Review, and I feel now that I have never made a better investment. The breadth and depth of your magazine top anything that is on the market today, in my opinion ... you achieve the far larger ideal of contributing significantly to the nation and culture of which you are a part, rather than just helping people pass the time of day."

CARL H. SLATER, Denver, Colorado